



S T U T T E R H E I M

PURE PLEASURE

LAUNCH OF THE NEW BRAND FOR STUTTERHEIM TOWN

Dear Stutterheim resident,

Aspire, the Amathole Economic Development Agency, in partnership with Amahlathi Local Municipality undertook a branding process for the town of Stutterheim. The intention is to have a brand for the town that assists in revealing the essence of the town. The aim is to use the brand to market Stutterheim town as a destination, as well as a place that is open-hearted and attractive for doing businesses. This is done parallel to the actual upgrading of the Stutterheim central business district.

Today we would like to share with you the **new brand for Stutterheim town**. The brand was developed through the involvement of a variety of Stutterheim community members who answered the question: What is Stutterheim to you? You replied telling us your stories in writing, visual art and photography. All submissions were analyzed by an independent panel aiming to reveal the essence of Stutterheim. It became apparent that residents feel Stutterheim has spirited people, is rich in nature, and has essential beauty and local confidence. This led to the development of the Stutterheim brand vision:

**Stutterheim is the sanctuary of rich, natural hospitality
that is expressed through its essential beauty and its spirited people.**

Or expressed in its purest essence, Stutterheim is: PURE PLEASURE.

The logo relates directly to the brand essence 'pure pleasure'. It represents the unique, rare qualities of Stutterheim and the curve presents the richness of nature in the water and mountains, but the movement and warm colour also represents its vibrant spirited people. The word Stutterheim is established but the lettering is modern.

N6 CORRIDOR



We would like to invite you to start using the new brand of the town. This would include using the brand vision, its slogan and logo (either in colour or in black and white) as explained in the attached brand process map. Please follow the instructions given.

Help market your town!

If you are a **business**, you may want to decide to add the brand slogan and its logo on to the labels of your products.

If you are a **Stutterheim school**, you may want to use the brand on your letterheads.

If you are a **community organization**, you may want to market your events by using the brand and its vision on your invitations.

In short, the Stutterheim town brand belongs to all people of Stutterheim and you will be a crucial part in positively marketing your town.

To enable you to do so, we have made the following available to you:

- The brand process map explaining the brand and its application
- The logo in colour and black and white
- The fonts and colour schemes to be used

For further clarity or assistance in applying the brand, please contact

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Yours sincerely,